**Selling Skills**

**Course Objectives:**

* Apply concepts of personal selling.
* Identify needs of organizational customers.
* Prepare and make sales presentation for customers.
* Apply the principles of sales negotiation.

**Course Outlines:**

* Introduction to principles of selling.
* Developing relationship strategy.
* Buyer behavior.
* Selling approach.
* Sales presentation.
* Negotiating buyer concerns.

**Who Should Attend?**

* Marketing Manager & Sales Manager.
* Sales Supervisor.
* Marketing, Sales Staffs & Communications Staff.
* Market Researchers & Analyst.

**Duration:** 5 Days

**For more information:**

Industrial Relations- Special Programs Unit:

Tel.: +966 (013) 340-2011 / (013) 340-2140

Fax : +966 (013) 340-2060

Email: [specialprograms@jic.edu.sa](mailto:specialprograms@jic.edu.sa)